

Modernize Dissemination Efforts on Human Services Policy Research



Project Title	Modernize Dissemination Efforts on Human Services Policy Research
Project Summary	Create and implement new methods for disseminating research on a wide range of human services policies.
Country	United States

Project Description

The Office of Human Services Policy in the Office of the Assistant Secretary for Planning and Evaluation (ASPE) conducts policy research on a variety of issues across the Department of Health and Human Services including poverty, early childhood, youth, criminal justice, homelessness, and employment. We are seeking a student with an interest in communications and social media, as well as in programs and policies that support the well-being of vulnerable populations to assist in the promotion of new research produced by ASPE. The individual selected for this position will be an integral part of our Dissemination Team and may be assigned a number of projects including:

1. Researching, recommending, and implementing improvements to new materials posted on the ASPE website and Twitter account. Examples include:
 - identifying new tools and strategies for engaging key stakeholders via social media platforms,
 - developing visually appealing products to accompany longer publications,
 - reviewing web analytics data to identify opportunities to better meet stakeholders' needs online, and
 - creating sample content for the web and social media.
2. Creating an office toolkit on promoting publications and tracking the dissemination of ASPE products. This would be informed by online research and interviews with federal staff on current strategies for promoting new materials developed by the office and ideas for improvement.
3. Researching organizations working on human services issues that can assist in promoting ASPE's publications and drafting recommended strategies for connecting with new and existing contacts about product dissemination.
4. Directly developing high-impact dissemination products as appropriate, such as infographics, fact sheets, and PowerPoint slide decks.

Required Skills or Interests

Skill(s)

Editing and proofreading

Graphic design

Marketing

Social media management

Additional Information

Find out more about ASPE here: <https://aspe.hhs.gov/>. Find out more about ASPE's Office of Human Services Policy here: <https://aspe.hhs.gov/office-human-services-policy>.

Interns in bachelors and graduate programs are welcome.

Additional Skills:

- Experience developing and implementing social media and an online communication strategy preferred.
- Strong organizational and interpersonal skills.
- Ability to work both independently and collaboratively on assigned tasks in a virtual environment.
- Ability to meet deadlines and produce quality work.
- Familiarity with word processing, spreadsheet, and/or database software.

Language Requirements

None